

Snohomish County
Quit Line Data Summary
October 1 - December 31, 20023

	County	State
Number of Calls to Quit Line	N = 230	N = 2,943
Percent of Statewide Calls	9.7%	100.0%
Percent of State Population in County¹	10.3%	100.0%
	County %	State %
Gender	N = 227	N = 2,491
Female	64.8%	61.9%
Male	35.2%	38.1%
Race/Ethnicity	N = 197	N = 2,100
People of Color	10.2%	13.6%
White	89.8%	86.4%
Age	N = 214	N = 2,291
Less than 18 years old	2.3%	2.1%
18 - 24 years old	13.1%	15.2%
25 - 34 years old	22.4%	21.1%
35 - 44 years old	25.7%	27.3%
45 years and older	36.4%	34.2%
Education	N = 207	N = 2,158
Did not graduate high school	17.4%	18.0%
High school graduate	31.9%	33.8%
Some college/vocational school	40.1%	38.6%
College graduate	10.6%	9.6%
Caller Type	N = 229	N = 2,631
General Information	3.1%	13.5%
Health care provider	3.9%	4.0%
Tobacco user	93.0%	82.5%
Payer Type	N = 154	N = 1,627
Insured	33.1%	31.2%
Uninsured	29.2%	30.7%
Medicaid	37.7%	38.1%
Heard About	N = 204	N = 2,157
Past caller	12.7%	14.5%
Employer/worksites	1.0%	1.3%
Health care provider	31.4%	28.3%
Television	15.2%	15.5%
Outdoor advertisement (billboard/bus/wall)	5.9%	3.3%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	0.5%	0.6%
Newspaper/Magazine	1.5%	1.3%
Brochure/Newsletter	4.9%	7.3%
Family or friend	21.1%	21.6%
Health Department	4.9%	4.8%
School	1.0%	1.3%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.